



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Master of Science in Animation & Multimedia

Course Name – Design Theory and Process

Course Code - MMM101

Semester / Year - Semester I

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

1. (Answer any Sixty)

(i) What is the extension name of In Design library?

- | | |
|----------|----------|
| a) .indb | b) .indt |
| c) .indl | d) .indd |

(ii) Which of the following is a 3D Shape?

- | | |
|-----------|------------|
| a) Circle | b) Octagon |
| c) Sphere | d) None |

(iii) The command TEXT FRAME OPTION (CTR + B) Appears in which Menu.

- | | |
|----------------|----------------|
| a) Type Menu | b) File Menu |
| c) Object Menu | d) Window Menu |

(iv) Adobe Illustrator terminology for a drawn line is _____.

- | | |
|--------------------|---------------|
| a) Line | b) Path |
| c) Point Successor | d) Gamma Line |

(v) PPI stands for _____.

- | | |
|----------------------------|--------------------|
| a) Points per inch | b) Pixels per inch |
| c) Pixels per Illustration | d) None |

(vi) How many selection tools are there in Adobe Photoshop?

- a) 8
- b) 9
- c) 4
- d) 2

(vii) The ratio of the width to the height of an image or screen is called

_____.

- a) Resolution
- b) Frame Size
- c) Aspect Ratio
- d) Frame Area

(viii) To get Auto contrast option in Photoshop, we have to select

_____.

- a) Image ... Adjustment
- b) Filter Menu
- c) File Menu
- d) None of these

(ix) _____ is the number of pixels contained on a display monitor in a square inch area.

- a) Aspect Ratio
- b) Pixel Count
- c) Resolution
- d) None

(x) Which of the following is a Layer Blending Mode in Adobe Photoshop?

- a) Overlay
- b) Multiply
- c) Pin Light
- d) All of these

(xi) Fancy, Bevel, Inset, Inverse Rounded comes under which commands of Adobe Indesign?

- a) Anchor Object
- b) Effects
- c) Pathfinder
- d) Corner options

(xii) A line that is drawn in Adobe Illustrator that finishes where it began is called a _____.

- a) Open Path
- b) Closed Path

- c) Symbol
- d) Closed Vector

(xiii) The smallest part of a displayed bitmapped image is _____.

- a) Pixel
- b) dot
- c) All of these
- d) None of these

(xiv) In which type of graphics, scaling of objects does not affect reduction in image quality?

- a) Print graphic
- b) Raster graphic
- c) Vector graphic
- d) None of these

(xv) What is the area bounded by a solid line in which you create your artwork called?

- a) Main area
- b) White Zone
- c) Art board
- d) Drawing Zone

(xvi) Vector Graphics is _____.

- a) Scalable
- b) Non – scalable
- c) Only symmetrically scalable
- d) Only asymmetrically scalable

(xvii) Which of the following person is credited for developing the Gestalt's psychology of Design?

- a) Max Wertheimer
- b) Wolfgang Köhler
- c) Kurt Koffka
- d) All of them

(xviii) Which of the following is a Gestalt's Theory?

- a) Theory of Independence
- b) Line Theory
- c) Colour Theory
- d) Theory of Proximity

(xix) _____ says that a composition should not provide a sense of disorder or imbalance.

- a) Theory of Proximity
- b) Theory of Closure
- c) Theory of Symmetry
- d) None

(xx) Which of the following is not a designer's guide?

- a) Golden Ratio
- b) Rule of Thirds
- c) Gestalt's Principles
- d) Three Act Structure

(xxi) What does live paint allow you to do?

- a) Fill specific areas with different colors.
- b) Draw things freely by hand.
- c) Change the color of the whole image at once.
- d) Remove color from an image.

(xxii) Which of the following is not one of the compositional considerations of design?

- a) Rule of odds
- b) Selective focus
- c) Symmetrical balance
- d) Space

(xxiii) In LAB Colour mode, 'L' stands for _____ .

- a) Light
- b) Luminosity
- c) Lambert
- d) None

(xxiv) Which term is not associated with RGB colour mode?

- a) Additive Colour Mode
- b) Primary Colour Mode
- c) 3 Colour Channels
- d) Subtractive Colour Mode

(xxv) If we save an image in RGB, CMYK, LAB and Grayscale colour modes, which one of these will render the smallest file size?

- a) RGB
- b) CMYK
- c) LAB
- d) Grayscale

(xxvi) R-0 G-0 B-0 will give us _____ colour.

- a) White
- b) Black
- c) Blue
- d) Gray

(xxvii) Which of the following is a Warm Colour?

- a) Blue
- b) Red
- c) Green
- d) None

(xxviii) In which of these types of printing do we use toner?

- a) Laser printing
- b) Screen printing
- c) Offset printing
- d) None of these

(xxix) CMYK obtains colour from _____ .

- a) Light
- b) Computer
- c) Inks
- d) None

(xxx) If we use Triadic Colour Scheme then we will combine Blue with _____ and _____ .

- a) Yellow and Orange
- b) Yellow and Red
- c) Yellow and Green
- d) Orange and Red

(xxxii) Which color mode does a computer monitor use, and which does a printer use?

- a) Monitor uses RGB, printer uses CMYK.
- b) Monitor uses CYMK, printer uses RGB
- c) Monitor uses RGB, printer uses RGB.
- d) Monitor uses CYMK, printer uses CMYK

(xxxiii) If we use Analogous Colour Scheme then we will combine Blue with _____ .

- a) Orange
- b) Blue - Purple
- c) Blue - Green
- d) Blue – Purple and Blue - Green

(xxxiii) RGB stands for _____.

- a) Red, Green, Black
- b) Red, Gray, Black
- c) Red, Gray, Blue
- d) Red, Green, Blue

(xxxiv) In HSB colour Model, 'H' stands for _____.

- a) Hue
- b) High
- c) Hot
- d) None

(xxxv) In this Colour Scheme all three colors are distributed evenly around the color wheel.

- a) Complementary Colour Scheme
- b) Analogous Colour Scheme
- c) Triadic Colour Scheme
- d) None of these

(xxxvi) Which of the following options sets the gap between two lines of Paragraph Text?

- a) Tracking
- b) Gapping
- c) Kerning
- d) Leading

(xxxvii) Which of the following is an example of Sans Serif Font?

- a) Arial
- b) Times New Roman
- c) Adobe Caslon Pro
- d) Garamond

(xxxviii) One inch size of Text = _____ Points.

- a) 300 Points
- b) 50 Points
- c) 72 Points
- d) None

(xxxix) _____ describes how easily individual characters can be distinguished from one another?

- a) Legibility
- b) Typography
- c) Readability
- d) Emphasization

(xl) Which of the following is an element of Text Emphasis?

- a) Bold Text
- b) Italic Text
- c) Colour
- d) All of these

(xli) Which of the following statement is true?

- a) Brush Script Font has low legibility.
- b) Brush Script Font has high legibility
- c) Brush Script Font is all cap fonts.
- d) None of these

(xlii) Which of these is published under DTP?

- a) News letters
- b) The books
- c) Brochures
- d) All of these

(xliii) Registration Marks are used in which technique of Printing?

- a) Digital Printing
- b) Screen Printing
- c) 3D Printing
- d) Offset Printing

(xliv) What is the full form of DTP?

- a) Data publishing
- b) Data printing
- c) Desktop printing
- d) Desktop publishing

(xlv) The minimum hardware requirement for desktop publishing is

- _____.
- a) Personal computer
 - b) Image scanner
 - c) Laser printer
 - d) All of these

(xlvi) What type of printer is the dot matrix printer?

- a) Impact printer
- b) Non impact printer
- c) Both of these
- d) None of these

(xlvii) Colour Separation is a _____ process.

- a) Post printing
- b) Printing

c) Pre-press

d) None

(xlviii) _____ is the inventor of Printing Press.

a) Johannes Gutenberg

b) Thomas Edison

c) Boris Becker

d) Max Wertheimer

(xlix) Which metal are plates made up of in offset printing technology?

a) Wood

b) Aluminum

c) Iron

d) Copper

(l) Artist Andy Warhol was credited for popularizing this printing technique as an artistic technique. Which printing technique was it?

a) Stencil Technique

b) Digital Printing

c) Screen Printing

d) Lithography

(li) _____ is a durable metal type invented by Johann Gutenberg, made from a combination of lead, tin and antimony.

a) Movable type

b) Logotype

c) Linotype

d) None

(lii) In Offset printing _____ carries the paper through the printing unit and provides a hard backing against which the blanket can impress the image on the paper.

a) Plate Cylinder

b) Blanket Cylinder

c) Dampening Cylinder

d) Impression Cylinder

(liii) Dot Matrix Printer emerged in _____.

a) 1925

b) 1825

c) 1980

d) 1900

(liv) In offset printing, a _____ is any color generated by a pre-

mixed ink that is printed using a single run.

- a) Process Colour
- b) Spot Colour
- c) Analogous Colour
- d) Complimentary colour

(lv) GSM stands for _____ .

- a) Grammes per square Meter
- b) Grammes per square Millimeter
- c) Grammes square Meter
- d) None

(lvi) What is the size of A3 size paper?

- a) 210 x 297 mm
- b) 297 x 420 mm
- c) 200 x 300 mm
- d) None of these

(lvii) Which of the following is the preferred file format for Printing?

- a) .PDF
- b) .JPG
- c) .PNG
- d) .GIF

(lviii) The specialty of .png file format is that it supports _____ .

- a) background transparency
- b) exporting paths in editable form
- c) videos
- d) None

(lix) Binding and Stitching is a _____ process.

- a) Post printing
- b) Printing
- c) Pre-press
- d) None

(lx) The three layers of a Package Design are _____ .

- a) Inner, Outer and Product layers
- b) Inner, Middle and Outer layers
- c) Inter, Intra and Contra layers
- d) None